

# BIG *Shots* AND LITTLE *Stars*

2014 BENEFIT EVENT FOR FLASHES OF HOPE

COMING THURSDAY · OCTOBER 2, 2014  
QUICKEN LOANS ARENA · CLEVELAND, OHIO

PRESENTED BY



KeyBank 



WINSTON  
PRODUCTS



# BIG Shots AND LITTLE Stars

2014  
BENEFIT EVENT FOR  
FLASHES OF HOPE

THURSDAY, OCTOBER 2, 2014 · QUICKEN LOANS ARENA · CLEVELAND

## WHY SPONSOR BIG SHOTS & LITTLE STARS?

### GAIN VALUABLE VISIBILITY

- Big Shots & Little Stars is one of Cleveland's most successful events. Your sponsorship offers valuable visibility and increased brand awareness.
- Marketing exposure to an estimated 15,000 Flashes of Hope and 1,356,000 Cleveland Cavaliers supporters through the Big Shots & Little Stars publications, Flashes of Hope's and Cleveland Cavaliers' websites and social media outlets.

### NETWORK WITH COMMUNITY AND CORPORATE LEADERS

- High-profile event that fills Quicken Loans Arena every year.
- 1,000+ guests representing the region's leading business, civic and cultural leaders in addition to the Cavs' and Monsters' athletes
- The event has a guest retention rate of 70%. Once you have attended this unique event, you will not want to miss it!

### ENJOY A UNIQUE AND FUN EVENING

- Big Shots & Little Stars is like no other event in Cleveland.
- Cheer on CEOs and athletes as they walk the runway with the Little Stars, childhood cancer survivors.
- Enjoy a very limited and unique live auction.

### MAKE A DIFFERENCE FOR CHILDREN WITH CANCER

- Your support not only helps to fund Flashes of Hope's photography program but also funds valuable research to cure childhood cancer.

## FOR MORE INFORMATION

CONTACT MARY SELHORST · 440.442.9700 · [mary@flashesofhope.org](mailto:mary@flashesofhope.org)

VISIT THE ALL NEW EVENT SITE

[FLASHESOFHOPE.ORG/BIGSHOTSLITTLESTARS](http://FLASHESOFHOPE.ORG/BIGSHOTSLITTLESTARS)



## INTRODUCING THE 2014 SPONSORSHIP OPPORTUNITIES

### PRESENTING \$30,000 SPONSOR

#### EVENT BENEFITS

- Preferred seating for 18 at Big Shots & Little Stars with three tables of 6 guests.
- Premium wine served at your tables.
- Special Big Shots & Little Stars gift for you and your guests made by a Little Star.
- Complimentary valet parking for you and your guests.
- Complimentary delivery of auction items for you and your guests (in the greater Cleveland area).

#### MARKETING BENEFITS

- Logo placed beneath event name on all event marketing material.
- Highly customized marketing opportunity at the event.
- Display of sponsor identity and logo in décor elements at the event.
- Full-page color ad in the Big Shots & Little Stars program.
- Name and logo on Big Shots & Little Stars sponsorship materials, invitations, event webpage and in the Flashes of Hope annual report (dependent on date committed).
- Recognition of sponsorship on social media.

### PLATINUM \$15,000 SPONSOR

#### EVENT BENEFITS

- Preferred seating for 12 guests at Big Shots & Little Stars, two tables of 6 guests.
- Complimentary valet parking for you and your guests.

#### MARKETING BENEFITS

- Name and logo on Big Shots & Little Stars sponsorship materials, invitations, event webpage and in the Flashes of Hope annual report (dependent on date committed).
- Display of sponsor identity and logo in décor elements at the event.
- Recognition of sponsorship on social media.
- Full page color ad in the Big Shots & Little Stars program.

### GOLD \$10,000 SPONSOR

#### EVENT BENEFITS

- Preferred seating for 12 guests at Big Shots & Little Stars with two tables of 6 guests.
- Complimentary valet parking for you and your guests.

#### MARKETING BENEFITS

- Name or corporate identity listed on Big Shots & Little Stars sponsorship materials and invitations (dependent on date committed), event webpage and in the Flashes of Hope annual report.
- Recognition of sponsorship on social media.

### SILVER \$5,000 SPONSOR

#### EVENT BENEFITS

- Preferred Table for 6 guests at Big Shots & Little Stars.
- Complimentary valet parking for you and your guests.

#### MARKETING BENEFITS

- Name or corporate identity listed on Big Shots & Little Stars sponsorship materials and invitations (dependent on date committed), event webpage and in the Flashes of Hope annual report.
- Recognition of sponsorship on social media.

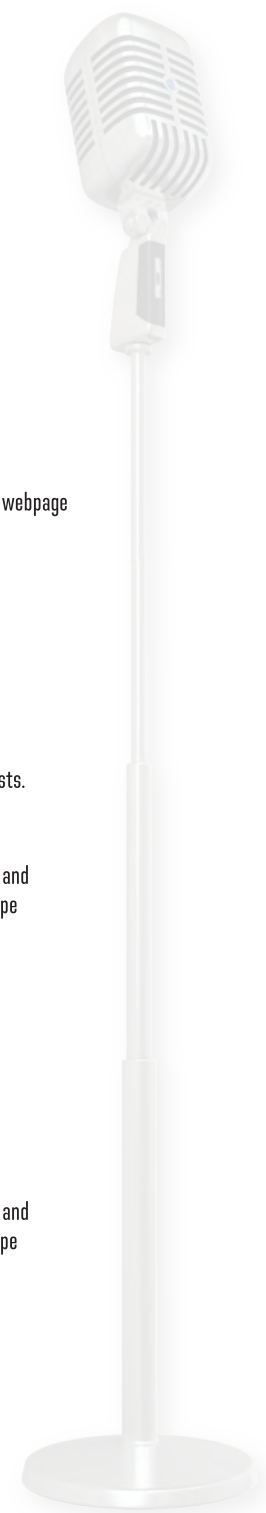
### BRONZE \$3,000 SPONSOR

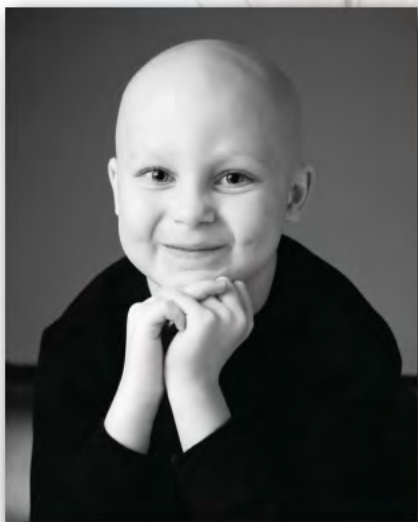
#### EVENT BENEFITS

- Seating for 4 at Big Shots & Little Stars at one high top table.
- Complimentary valet parking for you and your guests.

#### MARKETING BENEFITS

- Name or corporate identity listed on Big Shots & Little Stars sponsorship materials and invitations (dependent on date committed), event webpage and in the Flashes of Hope annual report.





FLASHES OF HOPE PHOTO BY GARRETT PRICE - CHARLOTTE

## FLASHES OF HOPE

Raises funds to accelerate a cure for children's cancer while honoring the unique life and memory of every child with cancer. Founded in Cleveland, Flashes of Hope has provided free portrait packages to 40,000 children across the country and raised millions of dollars for critically needed research.

# BIG *Shots* AND LITTLE *Stars*

2014 BENEFIT EVENT FOR FLASHES OF HOPE

ALL NEW EVENT SITE  
[FLASHESOFHOPE.ORG/BIGSHOTSLITTLESTARS](http://FLASHESOFHOPE.ORG/BIGSHOTSLITTLESTARS)

SPECIAL THANKS TO OUR 2014 HONORARY EVENT CHAIR  
LAUREN SPILMAN



### FLASHES *of* HOPE BOARD OF DIRECTORS

Rob MacKinlay, Board President  
Allison Clarke, Co-Founder  
Kip Clarke, Co-Founder  
Dana Demetriou  
Karen Fields  
Lyle Ganske  
Rich Haber  
Gretchen Levy  
Mark Luttner

Don Maloney  
Ellen Minadeo  
Mark Nasca  
Peter Paras  
Jeff Robinson  
William Rowley  
John Sirpilla  
Bill Trainor  
Bob Tull

6009 Landerhaven Drive - Suite I - Mayfield Heights - Ohio 44124 - 440.442.9700

[FLASHESOFHOPE.ORG](http://FLASHESOFHOPE.ORG)

# BIG Shots AND LITTLE Stars

2014 BENEFIT EVENT FOR FLASHES OF HOPE



## SPONSORSHIP CONFIRMATION

VISIT THE ALL NEW EVENT RESOURCE SITE  
[FLASHESOFHOPE.ORG/BIGSHOTSLITTLESTARS](http://FLASHESOFHOPE.ORG/BIGSHOTSLITTLESTARS)  
OR COMPLETE AND RETURN THIS FORM

NAME(S) \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

## SPONSORSHIP LEVELS

PRESENTING SPONSORS (as of May 30, 2014)



KeyBank

WINSTON  
PRODUCTS  
TRULY INNOVATIVE PRODUCT SOLUTIONS

\_\_\_\_\_ PRESENTING SPONSOR \$30,000

\_\_\_\_\_ PLATINUM SPONSOR \$15,000

\_\_\_\_\_ GOLD SPONSOR \$10,000

\_\_\_\_\_ SILVER SPONSOR \$5,000

\_\_\_\_\_ BRONZE SPONSOR \$3,000

\_\_\_\_\_ Camera Shy, but please accept this donation \_\_\_\_\_  
of to help more children with cancer.

## PAYMENT

CHECK      Enclose Check Payable To • FLASHES OF HOPE  
6009 Landerhaven Drive, Suite I  
Mayfield Heights, Ohio 44124

CREDIT CARD      Online Payment Option • [flashesofhope.org/bigshotslittlestars](http://flashesofhope.org/bigshotslittlestars)

FOR MORE INFORMATION CONTACT • Mary Selhorst • 440.442.9700 • [mary@flashesofhope.org](mailto:mary@flashesofhope.org)